

Message Text

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PAGE 01 STATE 148231
ORIGIN COME-00

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R 121406Z JUN 78
FM SECSTATE WASHDC
TO AMEMBASSY TEGUCIGALPA

UNCLAS STATE 148231

E.O. 11652:N/A

TAGS: EIND, HO

SUBJECT: TRADEMARK APPLICATION FOR LIGHT (BEER)

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON
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PENDING TRADEMARK APPLICATIONS. THE USTA AND THE U.S. BREWERS ASSOCIATION, INC. HAVE INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM "LIGHT" RECENTLY FILED IN HONDURAS.

3. ACTION REQUESTED:EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION

NO. 5409, C.C. FILED AUGUST 26, 1976 BY COMPANIA CERVECERA
DE NICARAGUA TO REGISTER LIGHT IN CLASS 32 FOR BEER ON
GROUNDS TERM IS GENERIC AND NOT PROPERLY REGISTRABLE AS
EXCLUSIVE TRADEMARK. OPPOSITION PERIOD EXPIRES JUNE 17,
1978. REPORT ON RESULTS REQUESTED. VANCE

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Message Attributes

Automatic Decaptioning: X
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Concepts: TRADEMARK APPLICATIONS, ALCOHOLIC BEVERAGES
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Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
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